Songs of the Summer

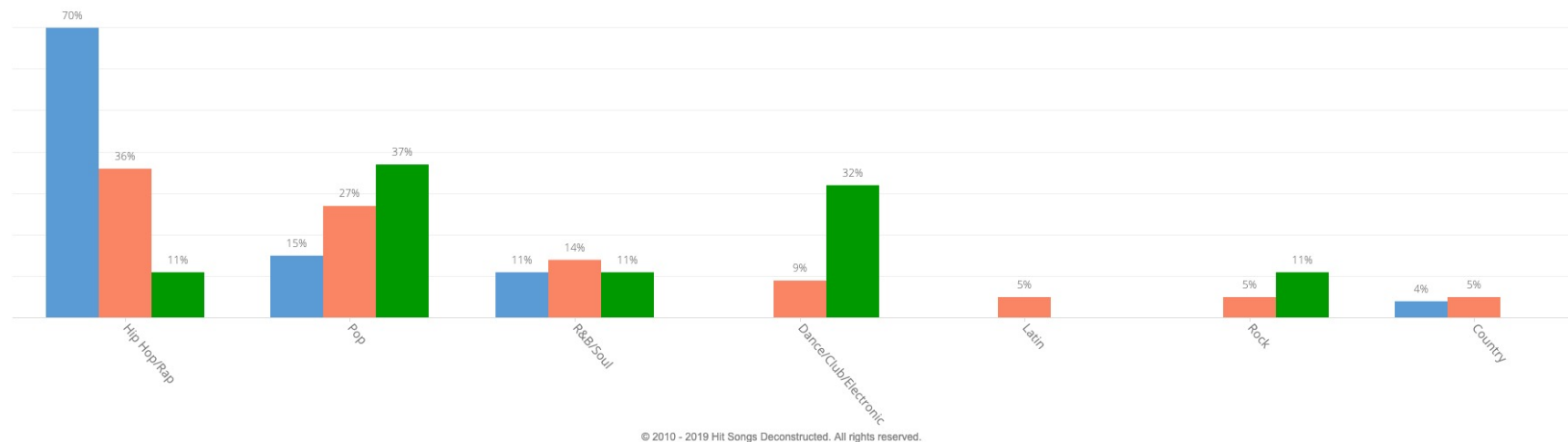*(Prepared for Roy Trakin, Variety)*

HIT SONGS DECONSTRUCTED

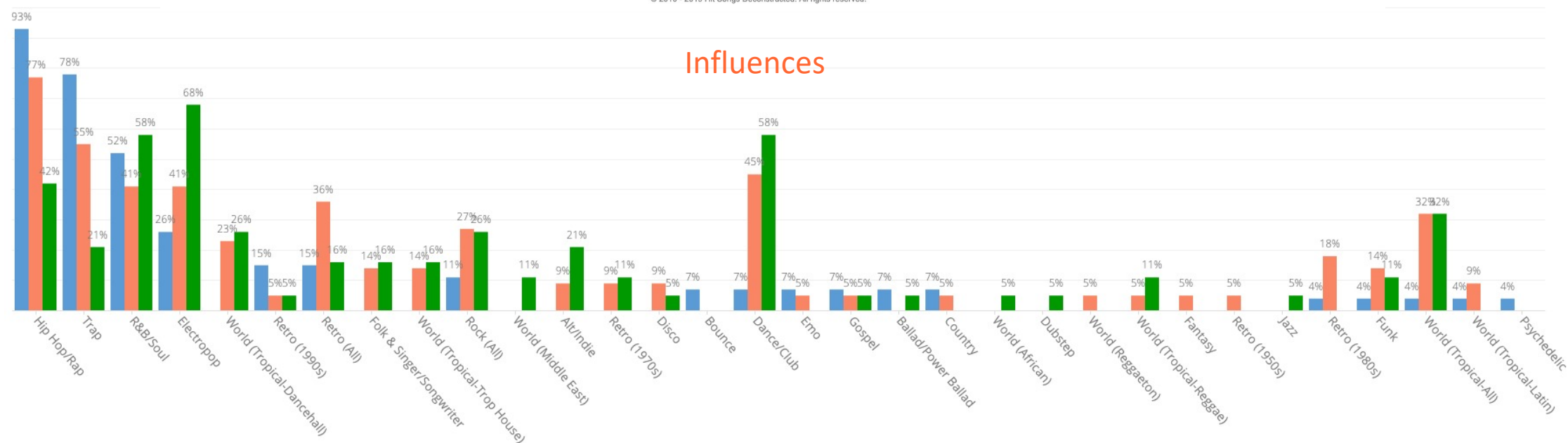The #1 Source for Hit Songwriting Analysis and Trends

Overview

- Graphs reflect songs that charted in the Hot 100 Top 10

- In general, we've found that recently songs of the summer have more in common with the overall trends leading up to the summer they charted in, rather than with each other as a whole.

  - Page 3: Three-Year Summer Trend Highlights (2016 – 2018)

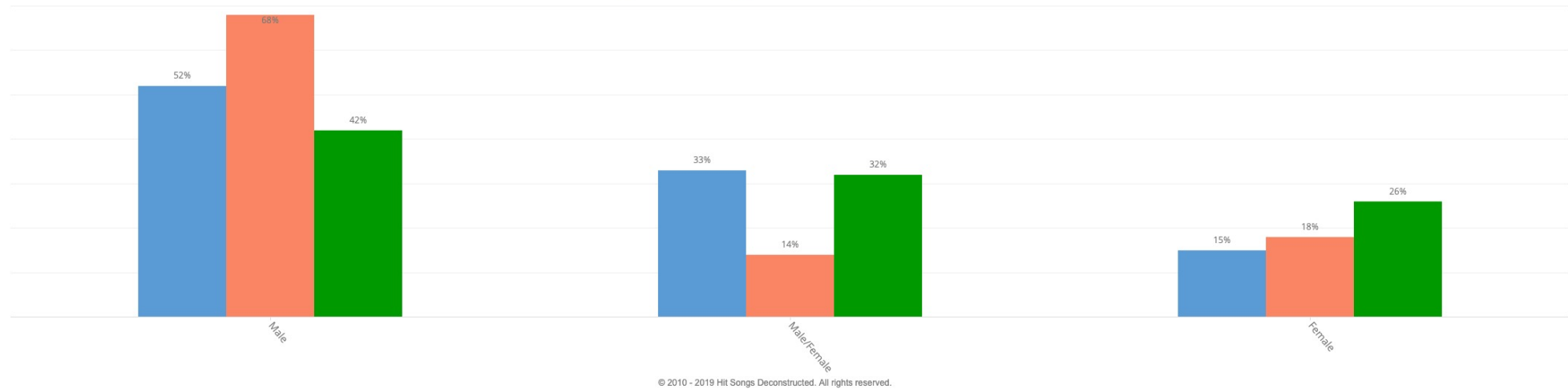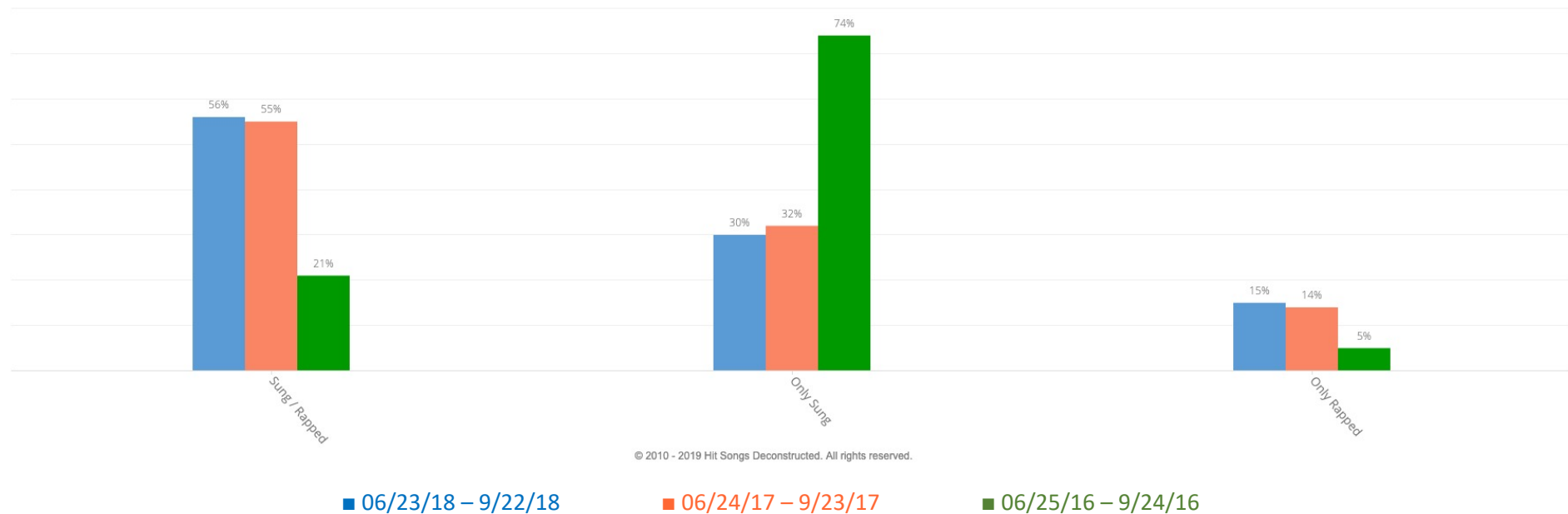 - Page 9: June 2018 vs. June 2019

Primary Genres

Hip Hop/Rap: 70%, 36%, 11%
Pop: 15%, 27%, 37%
R&B/Soul: 11%, 14%, 11%
Dance/Club/Electronic: 9%, 32%
Latin: 5%
Rock: 5%, 11%
Country: 4%, 5%

Influences

Hip Hop/Rap: 93%, 77%, 42%
Trap: 78%, 55%, 21%
R&B/Soul: 52%, 41%, 58%
Electropop: 26%, 41%, 68%
World (Tropical-Dancehall): 23%, 26%
Retro (1990s): 15%, 5%, 5%
Retro (All): 15%, 36%, 16%
Folk & Singer/Songwriter: 14%, 16%
World (Tropical-Trop House): 14%, 16%
Rock (All): 11%, 27%, 26%
World (Middle East): 11%
Alt/Indie: 9%, 21%
Retro (1970s): 9%, 11%
Disco: 9%, 5%
Bounce: 7%
Dance/Club: 7%, 45%, 58%
Emo: 7%, 5%
Gospel: 7%, 5%, 5%
Ballad/Power Ballad: 7%, 5%
Country: 7%, 5%
World (African): 5%
Dubstep: 5%
World (Reggaeton): 5%
World (Tropical-Reggae): 5%, 11%
Fantasy: 5%
Retro (1950s): 5%
Jazz: 5%, 4%
Retro (1980s): 18%
Funk: 4%, 14%, 11%
World (Tropical-All): 4%, 32%, 32%
World (Tropical-Latin): 4%, 9%
Psychedelic: 4%

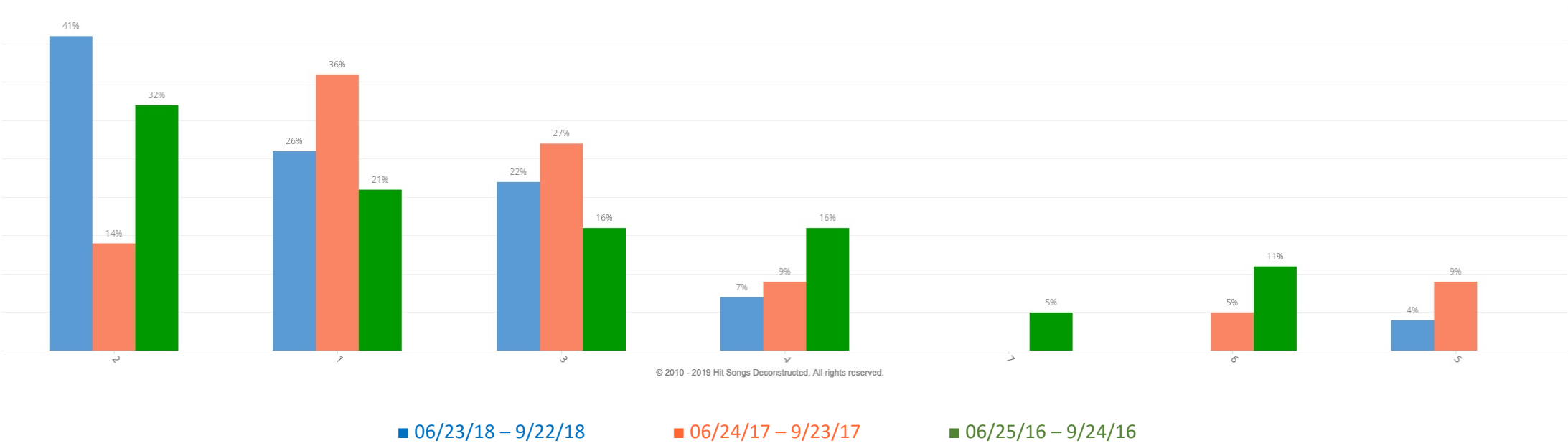■ 06/23/18 – 9/22/18   ■ 06/24/17 – 9/23/17   ■ 06/25/16 – 9/24/16
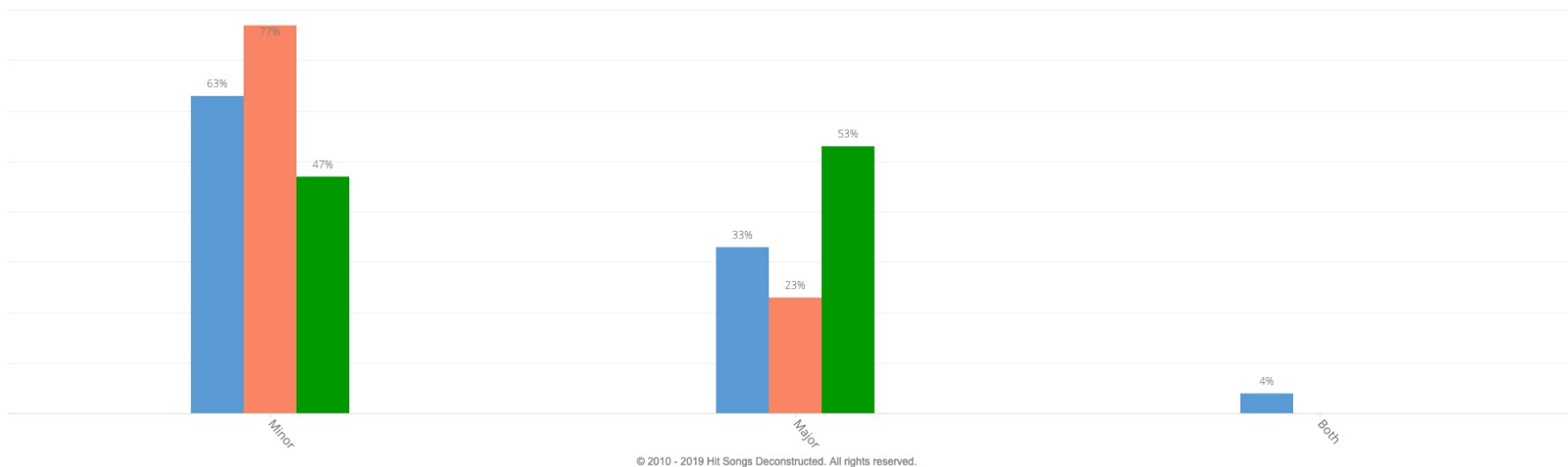
Lead Vocal Gender

Male: 52%, 68%, 42%
Male/Female: 33%, 14%, 32%
Female: 15%, 18%, 26%

Lead Vocal Delivery

Sung / Rapped: 56%, 55%, 21%
Only Sung: 30%, 32%, 74%
Only Rapped: 15%, 14%, 5%

■ 06/23/18 – 9/22/18   ■ 06/24/17 – 9/23/17   ■ 06/25/16 – 9/24/16

Lyrical Themes

Chart showing Lyrical Themes by percentage across three time periods:

Theme	06/23/18 – 9/22/18	06/24/17 – 9/23/17	06/25/16 – 9/24/16
Lifestyle	59%	36%	26%
Love/Relationships	44%	55%	47%
Boasting	33%	23%	11%
Introspection	26%	5%	5%
Inspiration/Empowerment	19%	23%	21%
Hooking Up	15%	27%	26%
Partying/Living It Up	7%	18%	16%
Religion	7%	5%	

Song Title Word Count

Chart showing Song Title Word Count by percentage across three time periods:

Word Count	06/23/18 – 9/22/18	06/24/17 – 9/23/17	06/25/16 – 9/24/16
2	41%	14%	32%
1	26%	36%	21%
3	22%	27%	16%
4	7%	9%	16%
7			5%
6		5%	11%
5	4%	9%	

■ 06/23/18 – 9/22/18   ■ 06/24/17 – 9/23/17   ■ 06/25/16 – 9/24/16

Major vs. Minor

Minor: 63%, 77%, 47%
Major: 33%, 23%, 53%
Both: 4%

Average Tempo

Average: 83, 92, 99

■ 06/23/18 – 9/22/18 ■ 06/24/17 – 9/23/17 ■ 06/25/16 – 9/24/16

Song Length Range
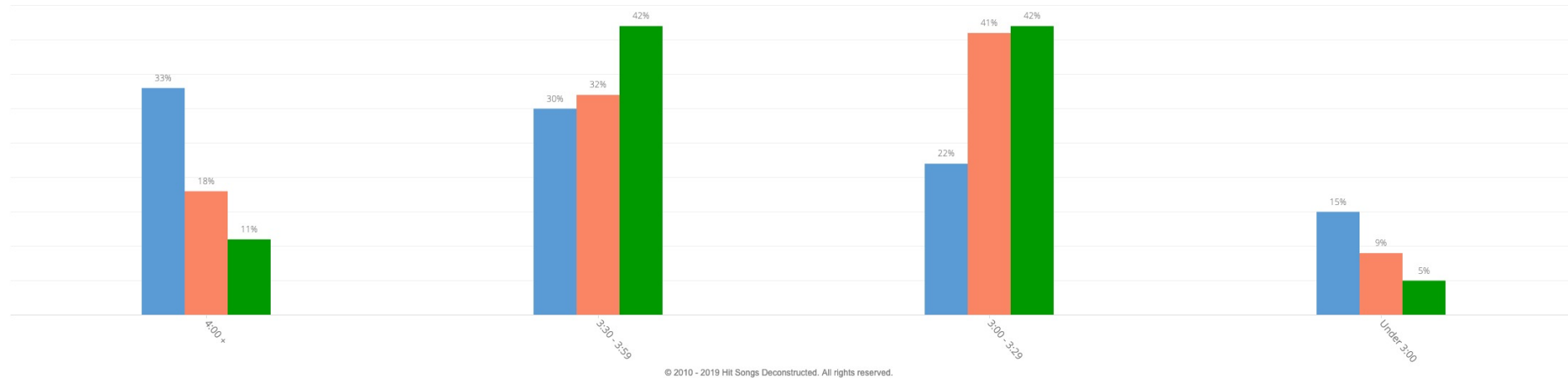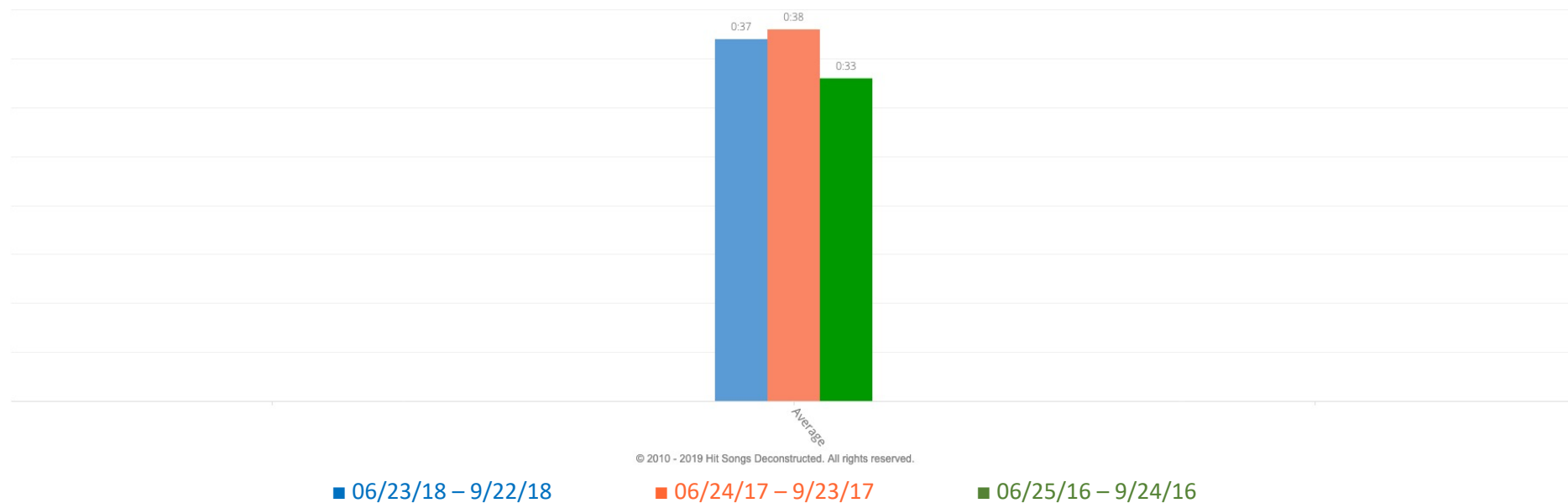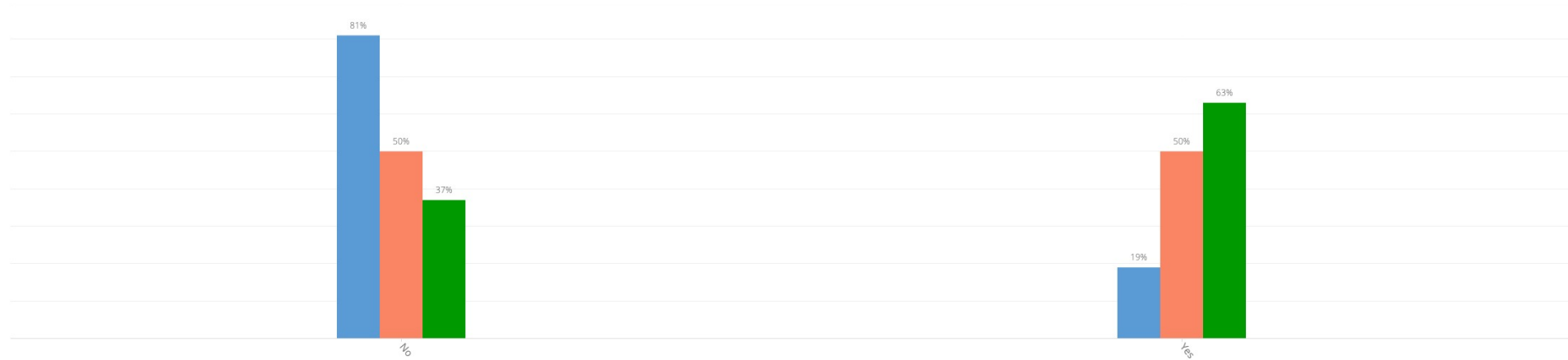
	4:00 +	3:30 - 3:59	3:00 - 3:29	Under 3:00
06/23/18 – 9/22/18	33%	30%	22%	15%
06/24/17 – 9/23/17	18%	32%	41%	9%
06/25/16 – 9/24/16	11%	42%	42%	5%

First Chorus: Average Time Into Song

	Average
06/23/18 – 9/22/18	0:37
06/24/17 – 9/23/17	0:38
06/25/16 – 9/24/16	0:33

■ 06/23/18 – 9/22/18   ■ 06/24/17 – 9/23/17   ■ 06/25/16 – 9/24/16

Use of a Post Chorus

81% 50% 37% 19% 50% 63%

No Yes

■ 06/23/18 – 9/22/18   ■ 06/24/17 – 9/23/17   ■ 06/25/16 – 9/24/16

June Comparison

How is June 2019 stacking up to June 2018?

Based on what we've been seeing so far leading into the summer, the summer of 2019 is shaping up to be more poppy, up-tempo, singable (as opposed to rappable), danceable, hooky, and love/relationship themed compared to 2018.

June 2019 Songs

- *Bad Guy*, Billie Eilish
- *Dancing With A Stranger,* Normani, Sam Smith
- *No Guidance*, Chris Brown featuring Drake
- *Old Town Road*, Lil Nas X
- *Suge*, DaBaby
- *Wow.,* Post Malone
- *I Don't Care*, Ed Sheeran, Justin Bieber
- *ME!,* Taylor Swift featuring Brendon Urie
- *Sucker*, Jonas Brothers
- *Sunflower,* Post Malone, Swae Lee
- *Sweet But Psycho*, Ava Max
- *Talk*, Khalid

June 2018 Songs

- *Girls Like You*, Maroon 5 featuring Cardi B
- *God's Plan*, Drake
- *I Like It*, Bad Bunny, Cardi B, J Balvin
- *Lucid Dreams*, Juice WRLD
- *Meant To Be*, Bebe Rexha feat. Florida Georgia Line
- *Psycho*, Post Malone featuring Ty Dolla $ign
- *This Is America*, Childish Gambino
- *Yes Indeed*, Drake, Lil Baby
- *Yikes*, Kanye West
- *Boo'd Up*, Ella Mai
- *Fake Love (BTS),* BTS
- *Nice For What*, Drake
- *No Tears Left To Cry*, Ariana Grande
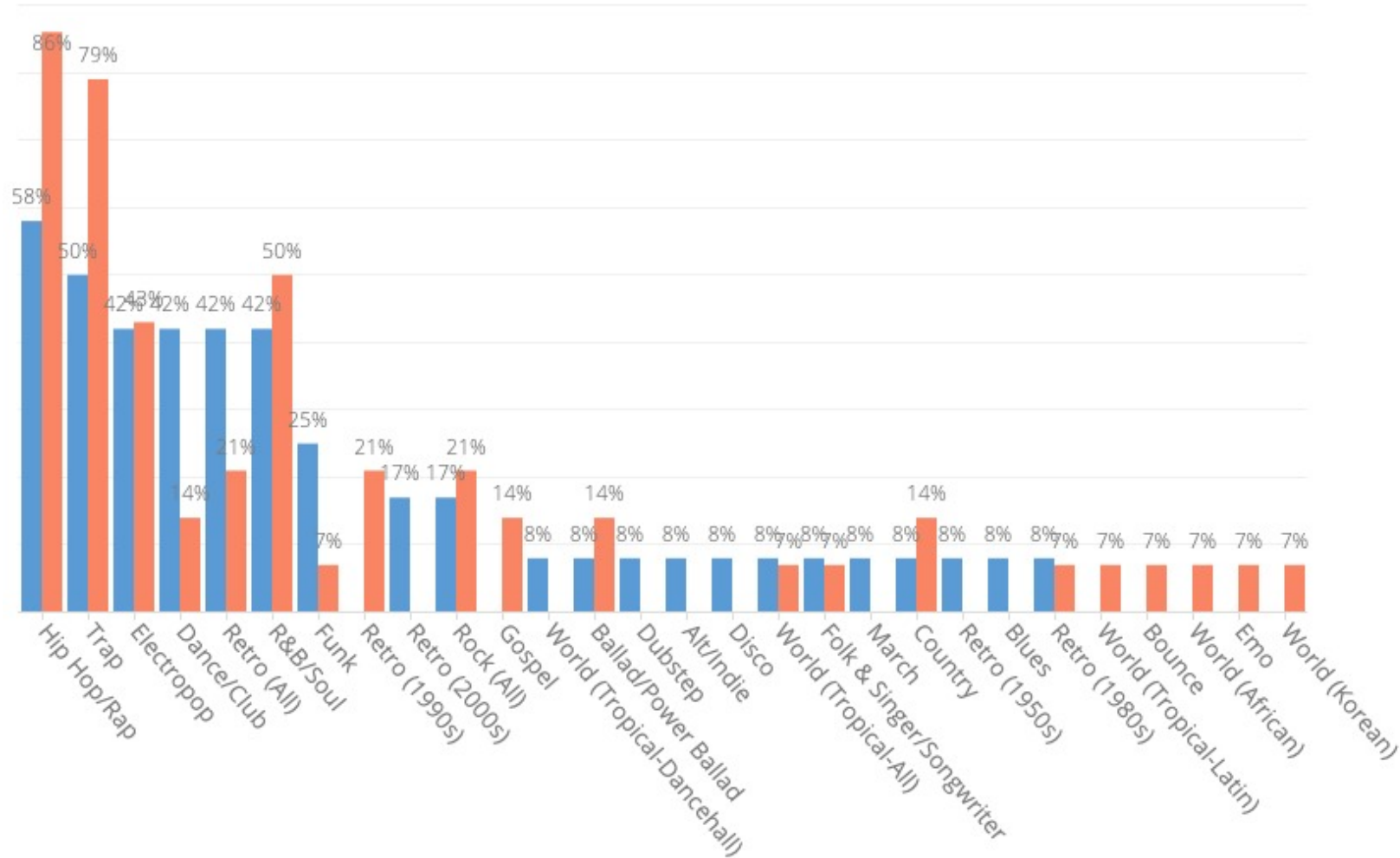
Primary Genres
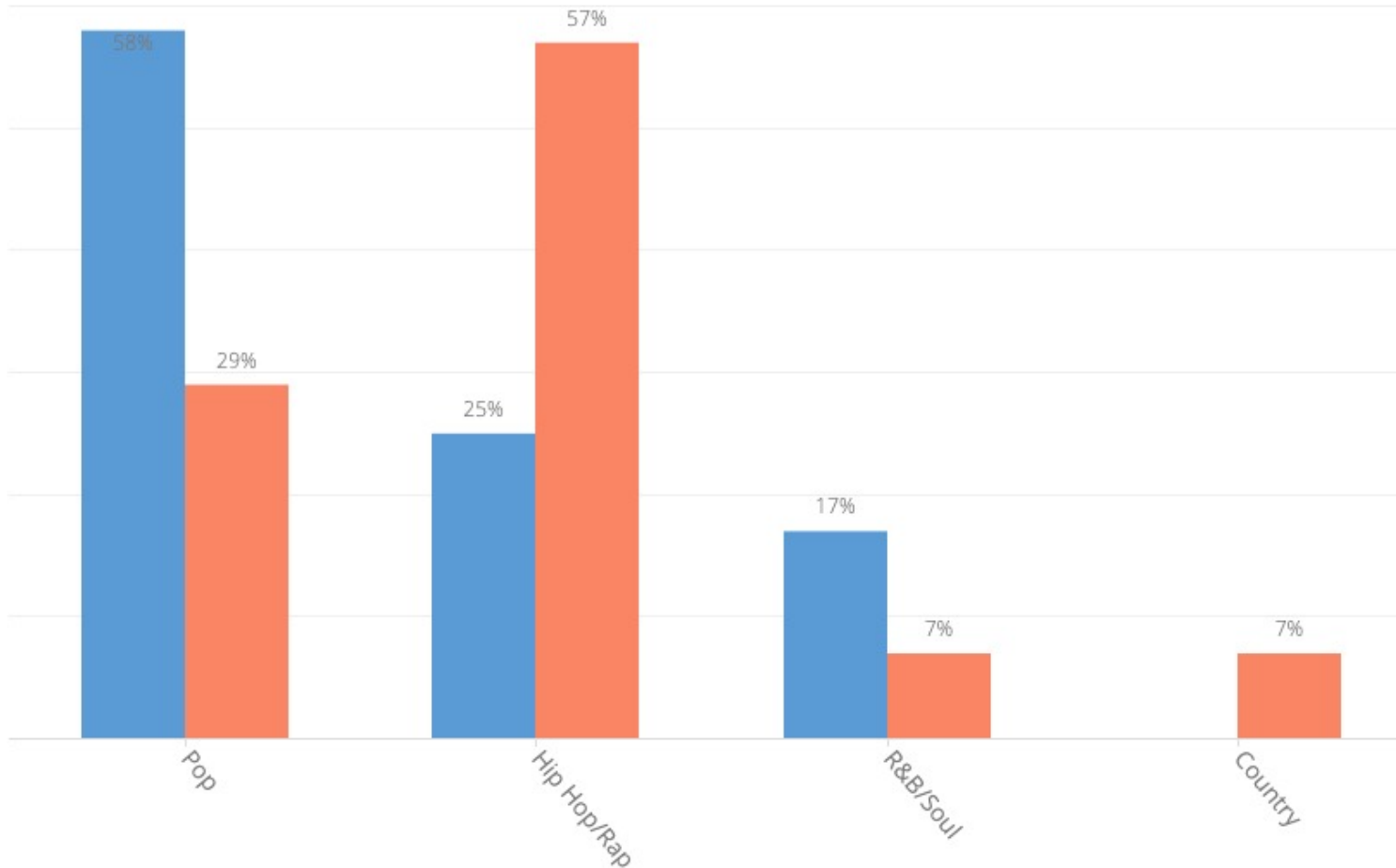
Pop has more than doubled in prominence, while Hip Hop has been cut in half. Slightly more R&B, but not much of a factor.

Influences

■ 06/01/19 – 6/22/19   ■ 06/02/18 – 6/23/18

Notable Influence Trends:

More in 2019
• Dance
• Funk

Equal/Close To Equal in 2019
• Electropop
• R&B
• Rock

Less in 2019
• Hip Hop
• Trap

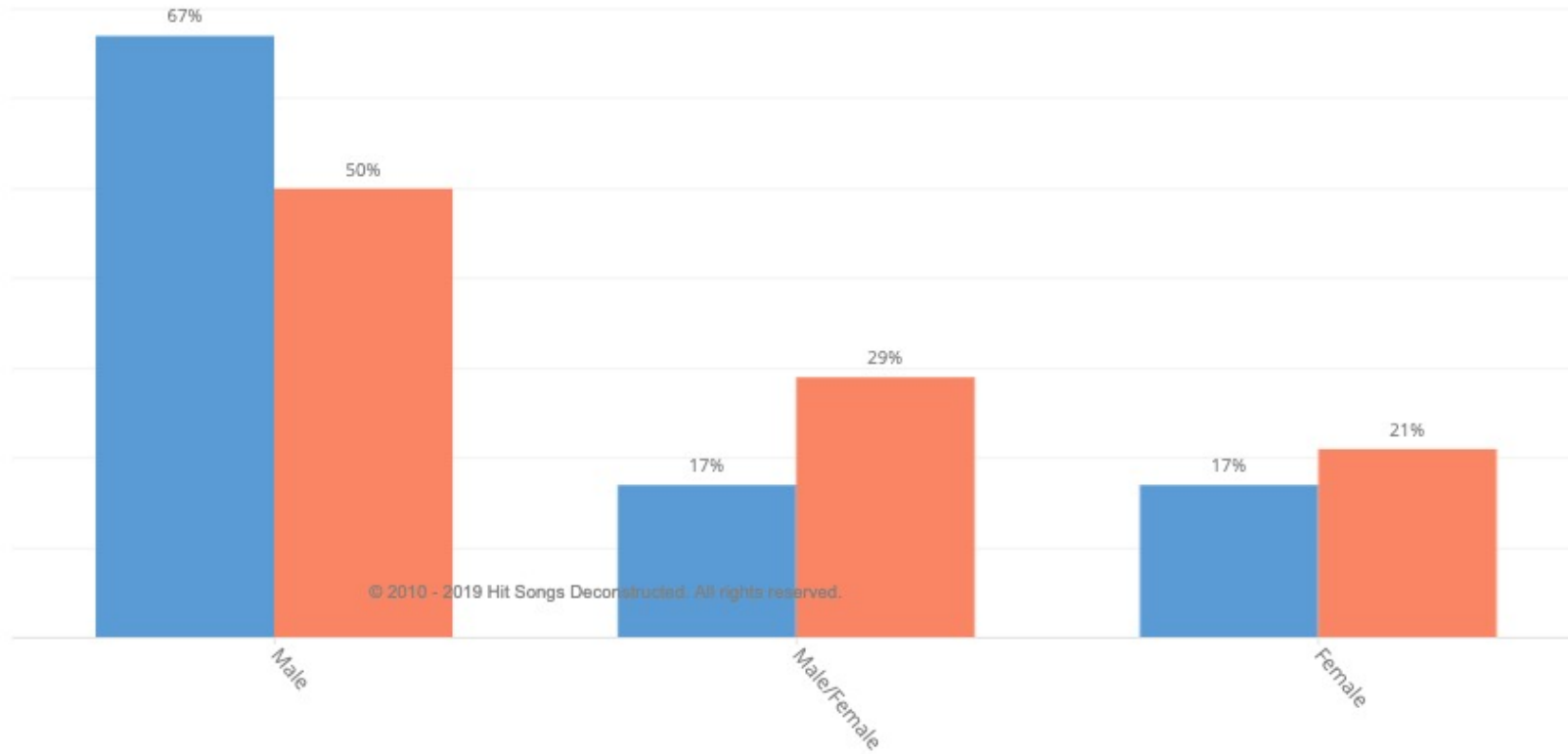# Lead Vocal Gender

Men continue to dominate:

- June 2019: 67% all male, 17% female
- June 2018: 50% all male, 21% female

Lead Vocal Delivery
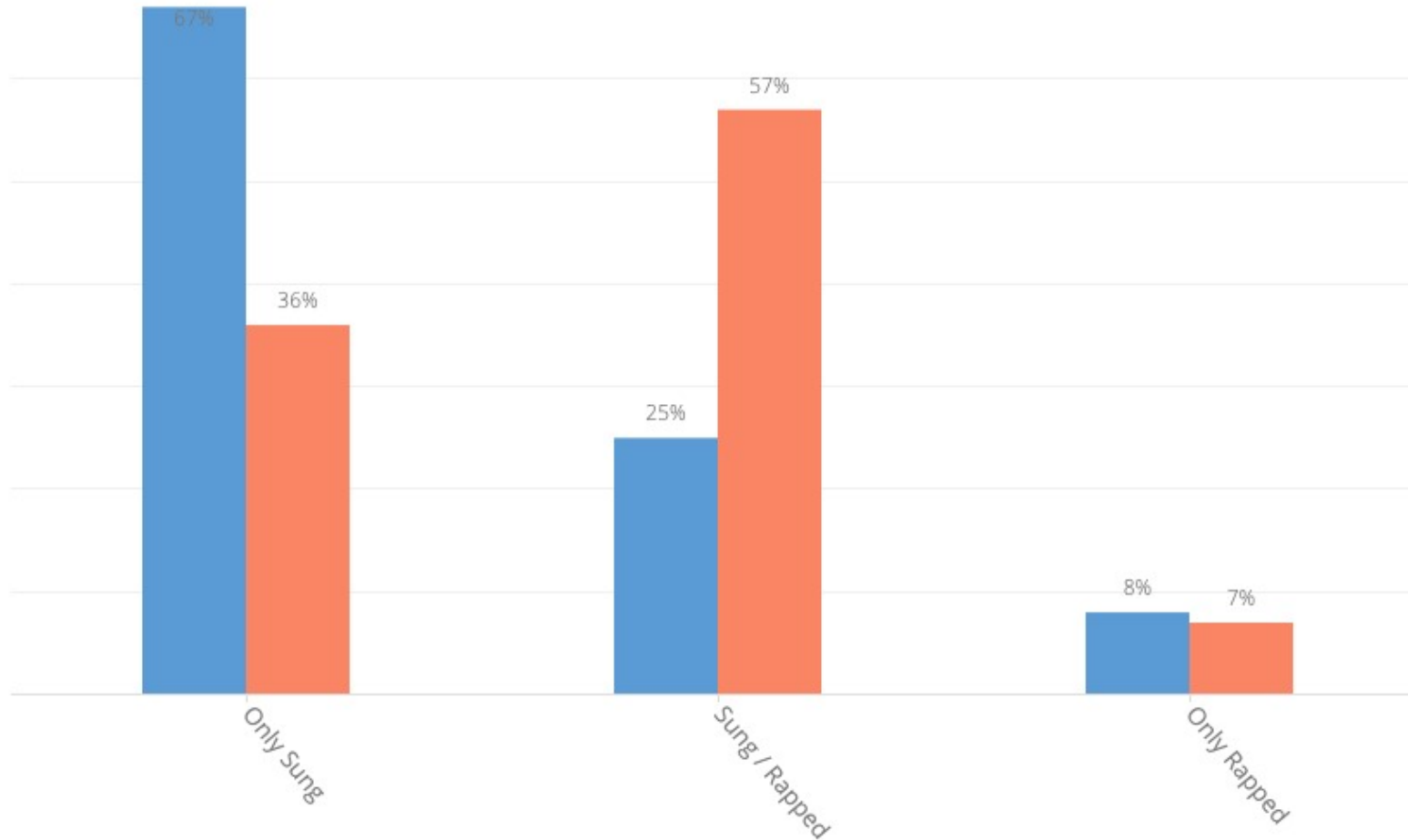
Songs with only sung vocals have almost doubled, while songs with a combination of sung and rapped vocals have seen their prominence cut in half. This mirrors the rise in Pop and decrease in Hip Hop.

Lyrical Themes

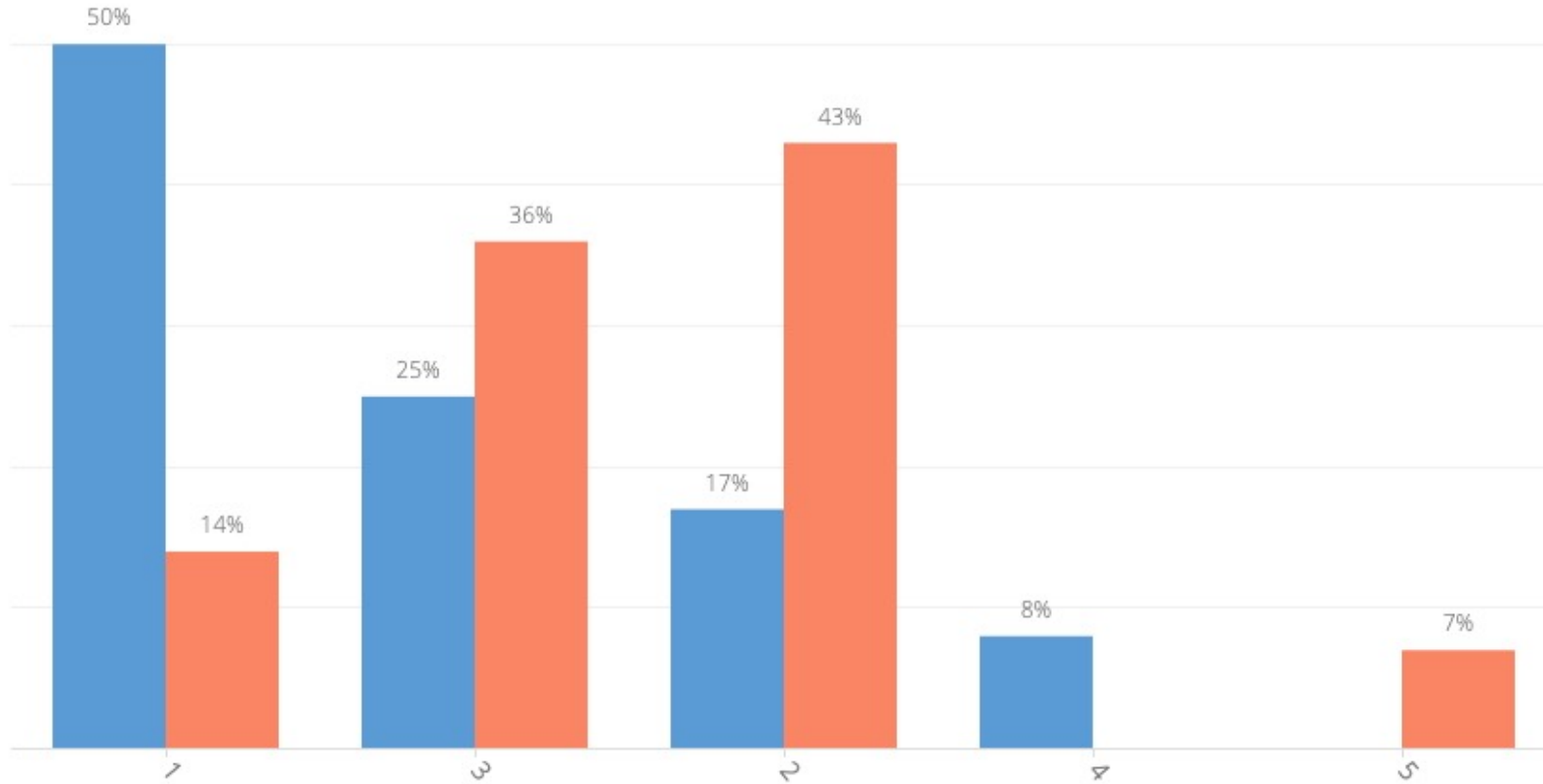■ 06/01/19 – 6/22/19   ■ 06/02/18 – 6/23/18
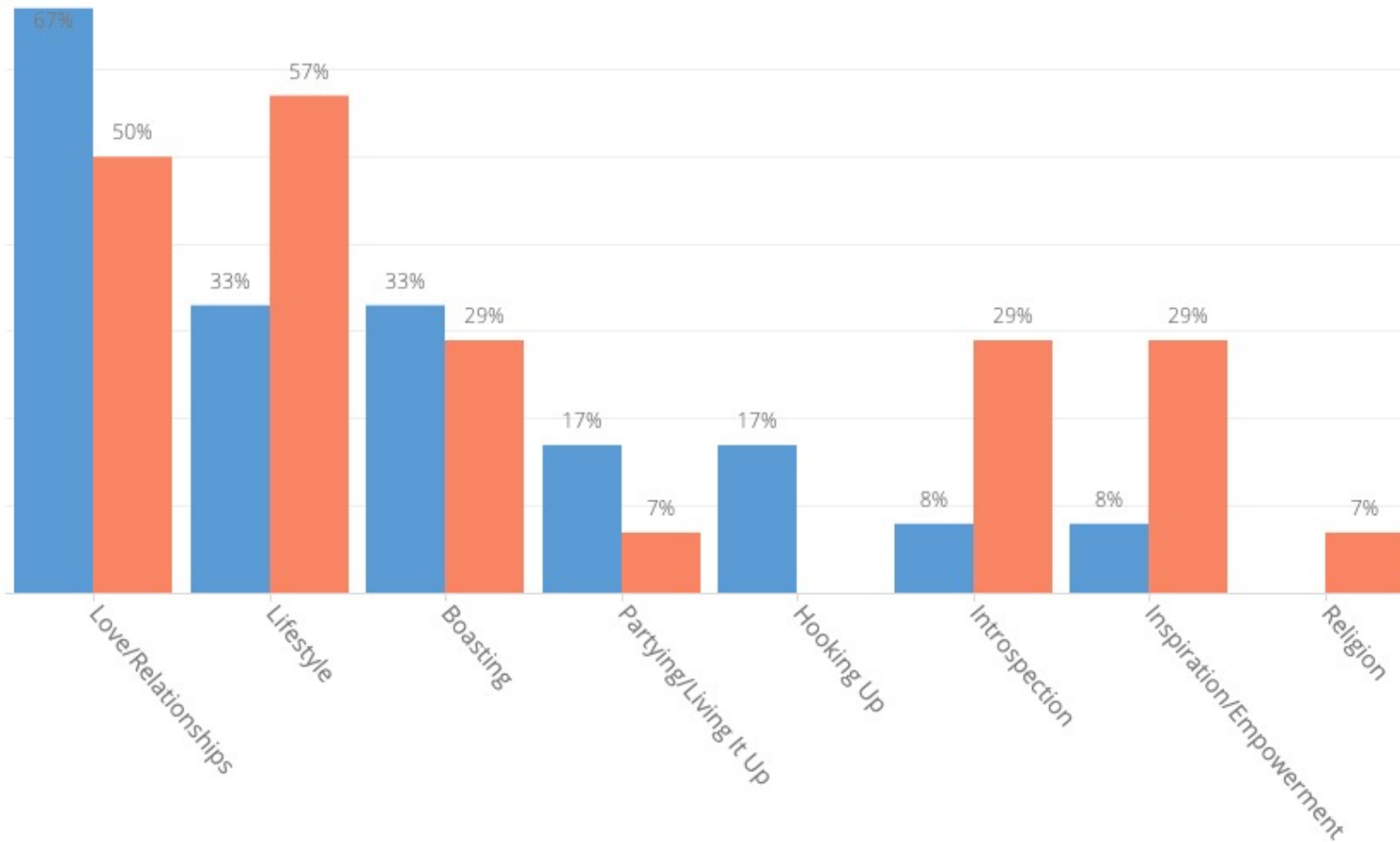
The rise in love/relationships mirrors the rise in Pop (love/relationships is not a popular theme in Hip Hop). The decrease in Lifestyle mirrors the decrease in Hip Hop (Lifestyle is not a popular lyrical theme outside of Hip Hop).

There's also slightly more partying/living it up and hooking up compared to 2018, and less introspection and inspiration/empowerment.

Song Title Word Count

Single word titles skyrocketed in prominence in 2019 compared to 2018.

50%

43%

36%

25%

17%

14%

8%

7%

1   3   2   4   5

Major vs. Minor
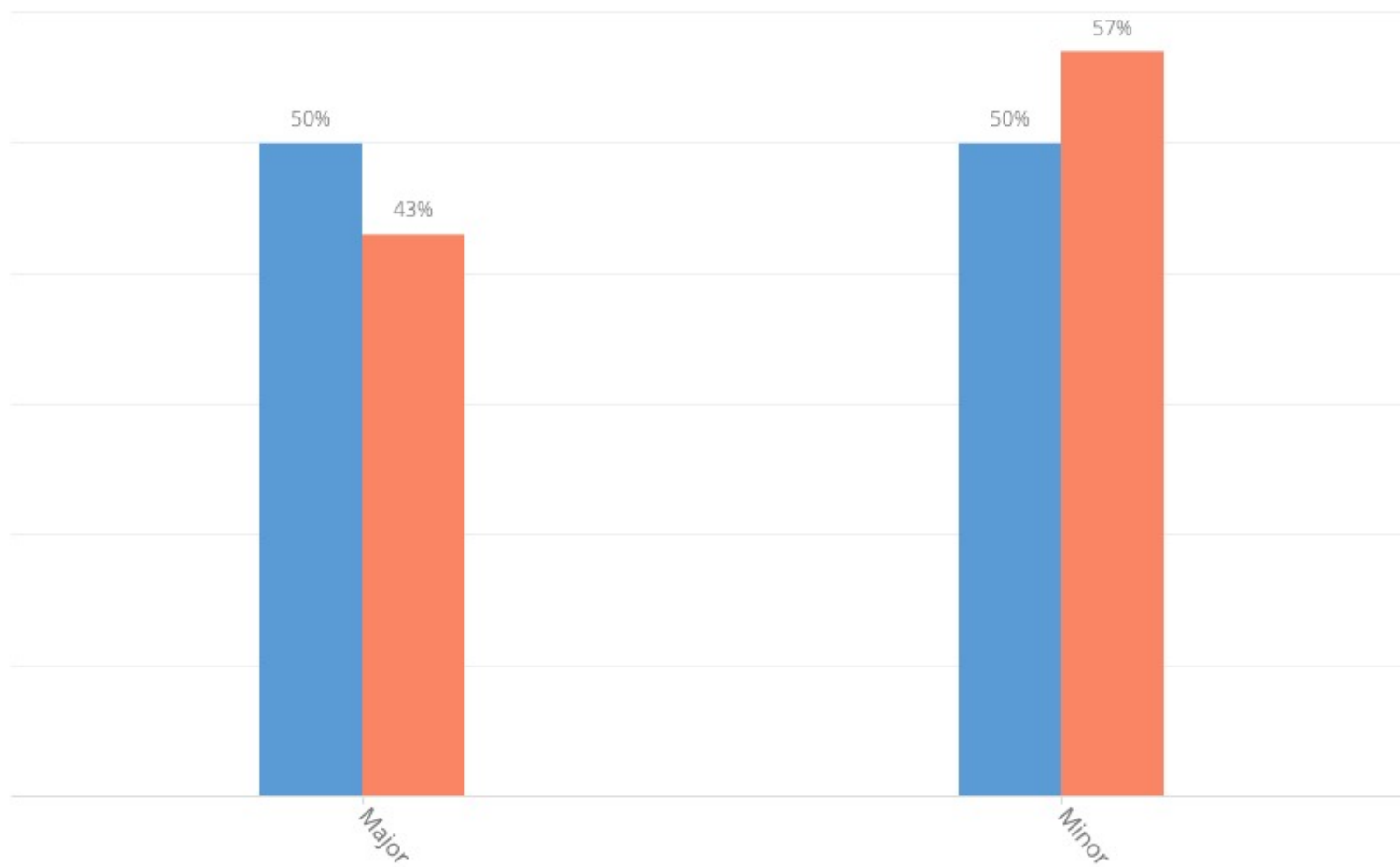
There are slightly more songs in a major key in 2019 than in 2018.

57%

50%   50%

43%

Major

Minor

Average Tempo

100

80

Average

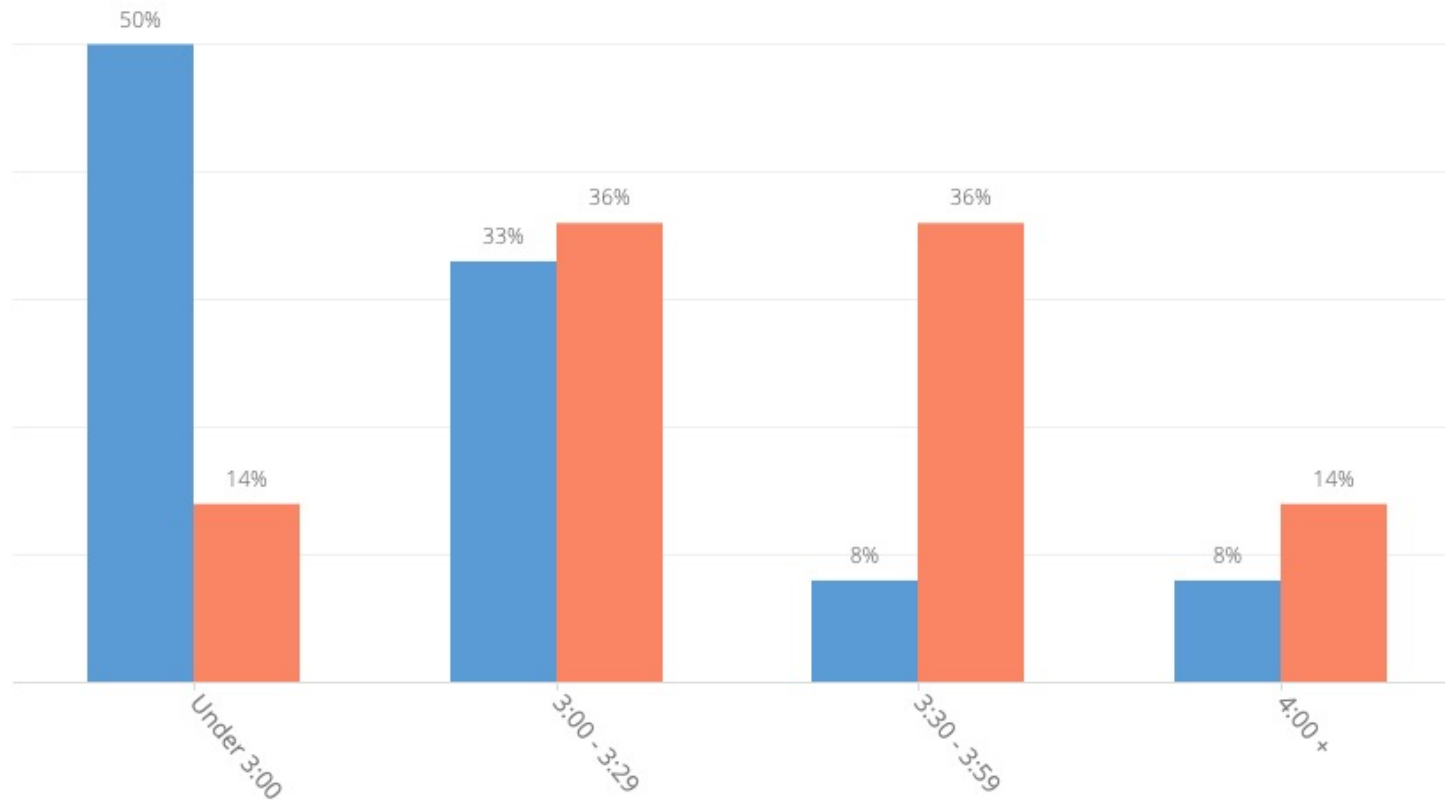© 2010 - 2019 Hit Songs Deconstructed. All rights reserved.

Average tempo increased by 20 BPM in 2019 compared to 2018.

75% of songs are 90 BPM or faster in 2019, compared to only 21% in 2018.

Song Length Range

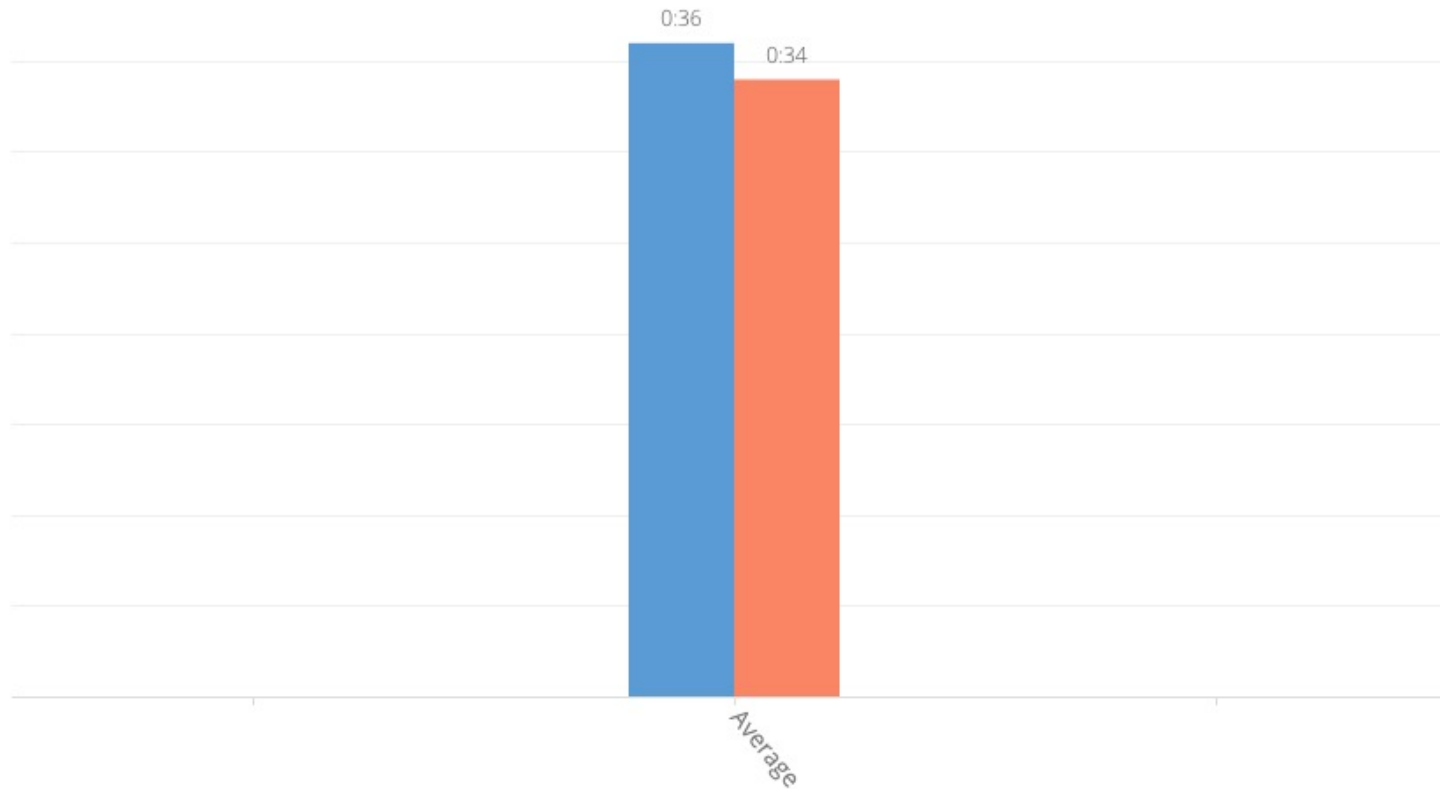| Song Length	06/01/19 – 6/22/19	06/02/18 – 6/23/18
Under 3:00	50%	14%
3:00 - 3:29	33%	36%
3:30 - 3:59	8%	36%
4:00 +	8%	14%

Average song length has decreased by almost 30 seconds in 2019 compared to 2018.

This is mainly due to the rise in number of songs that landed under 3:00 in length – 50% in 2019 compared to only 14% in 2018.

First Chorus: Average Time Into Song
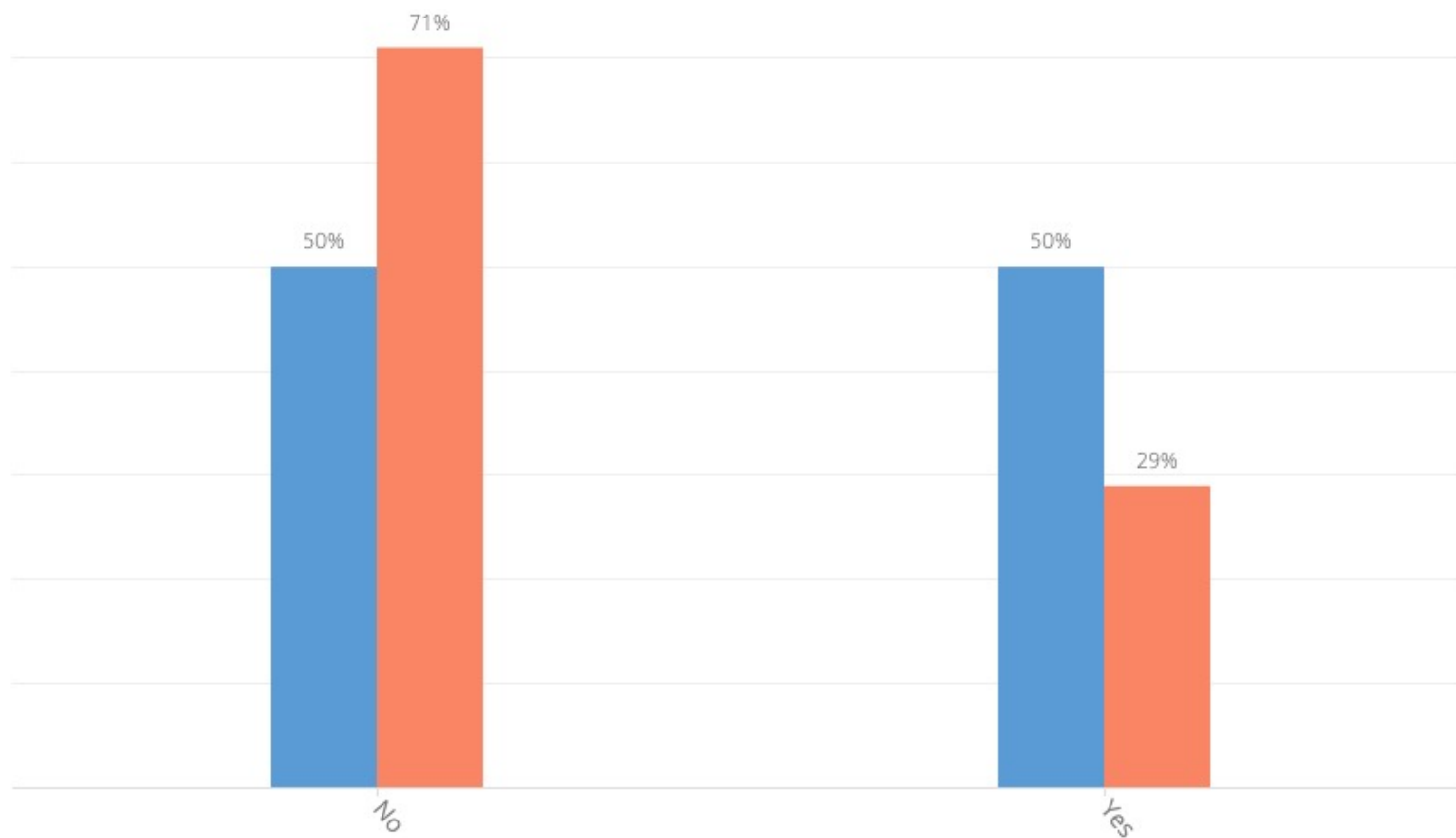
The average amount of time that it takes to get to the first chorus has remained essentially the same.

Use of a Post Chorus

The percentage of songs with a post chorus in their framework has almost doubled in 2019 to one-half of songs.

This mirrors the rise in Pop, and means more hooks for the listener to sink their teeth into.